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Shoe Metro Adds kigo footwear to Selection of Shoe Brands

Style and Trend Footwear Retailer Introduces Minimalist Line in San Diego

November 10, 2010, San Diego, CA and Atlanta, GA – Shoe Metro

(<http://www.shoemetro.com>) joins a growing list of retailers offering kigo footwear in the U.S. The retailer operates a retail location and online store out of San Diego, and becomes the first retailer to offer kigo footwear in California. kigo is added as a select brand for the active and lifestyle categories.

kigo footwear is a line of eco-friendly minimalist shoes that are stylish enough for everyday wear and durable enough for wet or dry athletics and outdoor activities. Constructed of a combination of post-consumer and non-toxic materials, kigo shoes provide customers in San Diego and beyond with a versatile footwear option that is conscious of its construction and usability.

“Since 2004, Shoe Metro has existed because of an abiding passion for great shoes,” said David Duong, president and CEO of Shoe Metro. “We offer our customers excellent style and superb comfort at great prices. And that summarizes kigo to a tee – they are hip, incredibly lightweight and comfortable, and offered at a great value.”

kigo shoes are designed with lightweight, water-resistant materials and a slip-free flexible outsole, which offers a protected barefoot feel when worn. The shoes feature a thin, foldable outsole made from high-density rubber, and breathable, stretchy materials. The composition blends certified non-toxic elements, such as water based adhesives and eco-friendly dyes, with post-consumer textiles including CYCLEPET, an upper fabric made from recycled plastic jugs.

“We’re thrilled to be working with Shoe Metro,” said Kristin Parker, co-founder of kigo footwear. “They share our commitment to versatility, comfort, style and value. It’s great to be a part of such a superb line up of brands.”

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Shoe Metro offers the kigo footwear edge and curv styles. The edge is a unisex slip on that provides full foot coverage to keep water and debris out, and strong minimalist construction. The curv is a chic lightweight Mary Jane style shoe designed specifically for women. Both styles of shoes feature elements like a roomy upper and a deep cut, stretchy foot hole to make it a good option for everyday wear or barefoot athletics. An average shoe weight of approximately five ounces and flexible outsole provide superior portability and ground feel. The designs offered begin with grey, and are accented with colorful stitching. The shoes are designed to stretch on the foot and to soften slightly as they are broken in.

About Shoe Metro

Shoe Metro is an online retailer at www.shoemetro.com with shoes from over 200 different designer brands in stock, including popular brands such as Nine West, Steve Madden, Nike, and Kigo. Founded in 2004, Shoe Metro has quickly become one of the elite online shoe retailers. Inc. Magazine ranked Shoe Metro #86 in 2008 in its list of the 500 fastest-growing private companies in the U.S.

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About kigo footwear

kigo footwear is stylish, eco-friendly minimalist footwear for athletics and everyday wear. The kigo team strives to provide comfortable shoes that are stylish enough for everyday wear, sturdy enough for athletics and constructed to be as good for the Earth as for the body. Each kigo shoe is thoughtfully and responsibly constructed of lightweight eco-friendly materials, including removable EVA insoles, breathable, stain/water resistant uppers and flexible, high-density rubber outsoles. For more information, please visit us at www.kigofootwear.com.

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